



Recruitment Pack

MMI Chief Growth Officer



Our Vision

Mary's Meals' vision is that every child receives one daily meal in their place of education and that all those who have more than they need, share with those who lack even the most basic things.

Working together with people who share our ideals, we believe that this vision can be achieved in this world where there is enough food for everyone.

Welcome from our CEO and Founder

Thank you for your interest in working with Mary's Meals International. I hope you will find this pack informative and useful in supporting your decision to apply to join our team of employees, which exists to serve a global movement of people who are united around a simple mission; the provision of a daily meal in a place of education for the world's poorest children.

This meal, cooked and served by local volunteers, meets the immediate need of the hungry child and, at the same time, plays a key role in encouraging them into the classroom where they gain an education that can set them free from poverty.

Today we serve over 2.4 million children each school day in 18 of the world's poorest countries. This global movement of ours is achieving something wonderful, each meal served is the product of a series of lots of 'little acts of love' carried out by people across many countries who freely give their time, money, skills or prayers and it is through that, that our movement grows.

Our work is named after Mary, the mother of Jesus, and our values and culture are rooted in and shaped by a Christian spirituality. We feel that the way we do things is as important as the end results. Ours is also a universal mission involving people of all faiths and none across the world. Everyone is invited to join and provide their own unique contribution to this work.

With 67 million children out of school around the world and a further 73 million attending school so hungry they're not able to concentrate and learn, our work is only just beginning. Will you play a crucial part in shaping the future of Mary's Meals and with it, the lives of thousands of children across the world?

Good luck with your application.



A handwritten signature in black ink, appearing to read 'mg' or similar initials, written in a cursive style.

Magnus MacFarlane-Barrow
MMI CEO & Founder

Working at Mary's Meals

Our mission, vision, and values are at the very heart of everything we do here at Mary's Meals and working for Mary's Meals International is so much more than a career opportunity.

We offer the opportunity to support our global movement in a dynamic, flexible and inclusive environment with a real focus on personal and professional development.

We believe in the innate goodness of people, respect the dignity of every human being and family life and believe in good stewardship of the resources entrusted to us. In line with our values, Mary's Meals is fully committed to a culture of safeguarding.



Chief Growth Officer

Directorate: MMI Growth
Reporting to: CEO
Contract type: Permanent
Location: Remote role
Salary: £71,402 + benefits

For candidates based overseas, your salary will be converted from GBP to your local currency at the current budget rate and fixed for the duration of your employment. We have established compensation bands across the organisation, as we seek to ensure as much money as possible goes directly towards feeding children.

An expectation of a vocational approach has shaped our approach to compensation for senior roles within Mary's Meals International.

Benefits:

- Flexible working hours
- 34 days' annual leave (including public holidays) + 1 extra day per year up to 39 days.
- Non-contributory pension with employer contributions of 8% if UK based (8% payment in lieu of pension paid in other regions)
- Life assurance
- Tellus Employee Assistance Programme



Role Purpose

The Chief Growth Officer will play a key role in the small Executive Leadership of MMI working closely with the CEO, other Chief Officers, the People and Culture Director and other leaders across the Mary's Meals family.

They will be a visionary and a values-driven leader, with overall responsibility for the development and execution of an ambitious and transformational growth strategy for the global Mary's Meals movement.

The Chief Growth Officer will provide inspirational leadership to their team in MMI and work closely with the leaders across the network to support the development and delivery of highly effective growth strategies to expand the global supporter base and increase sustainable funding streams globally.

This will be achieved through the development of high-profile campaigns, grassroots support, powerful storytelling, optimising technology, strengthening of our national affiliate network, developing strategic partnerships and high-value philanthropic initiatives.



Key Responsibilities & Activities

Oversee the development and delivery of a compelling, highly ambitious global communications and marketing strategy that will raise awareness of Mary's Meals and inspire large new audiences. This will include social media strategies, emergency appeals.

Develop in-depth insights and understanding of MMI's supporters globally to help inform decisions relating to donor segmentation and deployment of assets.

Oversee the development, delivery, and evaluation of high quality global and local market campaigns to engage new audiences and re-engage existing supporters.

In keeping with good stewardship, ensure that appropriate systems are in place to monitor ROI and impact of communications and marketing campaigns.

Ensure that all high value asset, such as films and books are deployed efficiently and creatively for maximum impact.

Oversee the development and delivery of a range of targeted, high value, 'breakthrough' initiatives to reach mass audience.

Ensure that Mary's Meals' mission, vision and values are consistently and clearly communicated internally and externally using our unique tone of voice.

Raise the profile of Mary's Meals' externally through proactive high-level representation with key decision makers, donors, partners, the development community, and other external bodies and stakeholders.

Oversee the strategic implementation of customer relationship management strategies and software that enable global optimization of customer relations and supporter care to support growth.

Philanthropy & Development

Oversee the development and implementation of a comprehensive and ambitious philanthropy strategy to include foundations, institutions, corporations, major donors and other strategic or philanthropic partners.

Proactively identify, initiate and cultivate new global partnerships and relationships to support the growth of the movement.

Oversee the development of fundraising strategies and processes in our programme delivery countries.



Oversee the development and delivery of a comprehensive programme of work to strengthen the capacity of National Affiliates to enable more rapid growth.

Encourage and support the formation of new International Fundraising Groups and National Affiliates.

Develop supportive and inspiring relationships with National Affiliate colleagues and key contacts.

Ensure that National Affiliates are provided with consistent, high-quality support, resources, guidance and key enablers of growth.

Share effective growth strategies and best practices with National Affiliates to support their development and growth.

Leadership

Play a key role in MMI's Executive Leadership Team (ELT) working closely with the CEO, Chief Officers, Director of People and Culture, the MMI Board and other leaders across the Mary's Meals family.

With ELT, monitor and report on progress against strategic objectives and key performance indicators.

Lead, develop, coach and inspire a high-performing team, promoting a culture of engagement and empowerment including identifying and implementing opportunities for delegation and next-tier development.

Seek all opportunities for personal growth and development to support the aims of our organisational strategy.

Role model behaviours consistent with our values that will accelerate the growth of our global movement.

Support team members to work collaboratively and cohesively to ensure integration and coordination of all growth activities.

Oversee the creation, monitoring and management of an annual Growth budget ensuring that resources are deployed for maximum impact and value for money is achieved from all investments.

Ensure that effective strategies and frameworks are in place for the management of all projects, work streams across Growth.



Essential Skills & Experience

Extensive C-suite/Director level experience in business development, communications, marketing, or a related field, with a strong track record of driving growth. Experience of developing and implementing transformational long-term growth strategies.

A strong vocational attitude that shows commitment to the global movement and our mission and vision.

Demonstrable experience of delivering innovative solutions and optimising technology to support organisational growth.

Highly developed analytical, critical thinking and problem-solving skills.

Exceptional leadership skills with experience of facilitating, motivating and developing cross-functional leaders and teams.

Proven ability to plan and execute organisation-wide strategic initiatives.

An excellent communicator and ambassador who will have credibility and influence with internal and external stakeholders.

Exceptional networking skills with the ability to develop an expansive network that will aid in developing growth opportunities.

Experience of supporting the development and delivery of innovative marketing techniques over digital and non-digital channels.

Cultural sensitivity with an ability to work well with a wide range of people.

Organisational Chart



Our Fundraising Network

Mary's Meals fundraise directly through the National Affiliate Network and International Fundraising Groups in 22 [countries](#), as well as internationally through Mary's Meals International.



Where to find more information on our website

[Where we work](#)

[Our Impact](#)

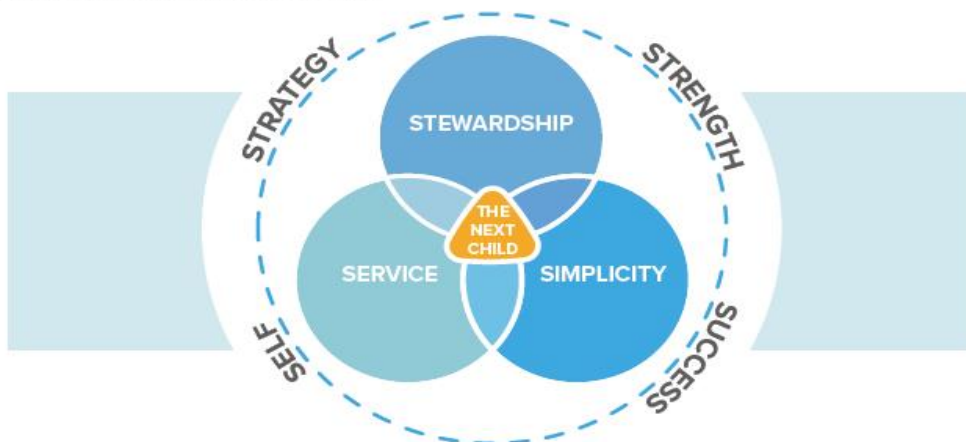
[Books & Films](#)

[Mary's Meals International Network](#)

How we work

ASPIRATION INTO ACTION

Empowering our people to deliver on the promises we make is at the heart of our mission and is more crucial than ever if we're going to turn our aspiration into action. As our movement continues to grow we need to make sure we work harder than ever to: a) keep things **simple** b) remain completely committed to **servicing** the children at the heart of our organisation and c) be terrific **stewards** of the gifts that are entrusted to us. These three elements of our unique culture will accelerate our journey and help us reach the next child sooner.



SIMPLICITY

We will remain focused on our core vision – that every child should receive a daily meal in school – and communicate the needs of the children we serve and the nature of our mission in a straightforward, open and transparent way.

SERVICE

We will approach our vision and mission in a spirit of deep vocation and humble service, seeking always to be faithful servants of hope, the global movement, and those little ones who eat Mary's Meals each day.

STEWARDSHIP

We will strive to be good stewards of every gift entrusted to us – treating each one with deep love, respect and gratitude – and build meaningful, long-term relationships with all those involved in our work.



Recruitment process

Our processes are informal and informative, we are keen to get to know more about you, your experience and motivations and hopefully give you a clear picture of the opportunity and life here at Mary's Meals International.

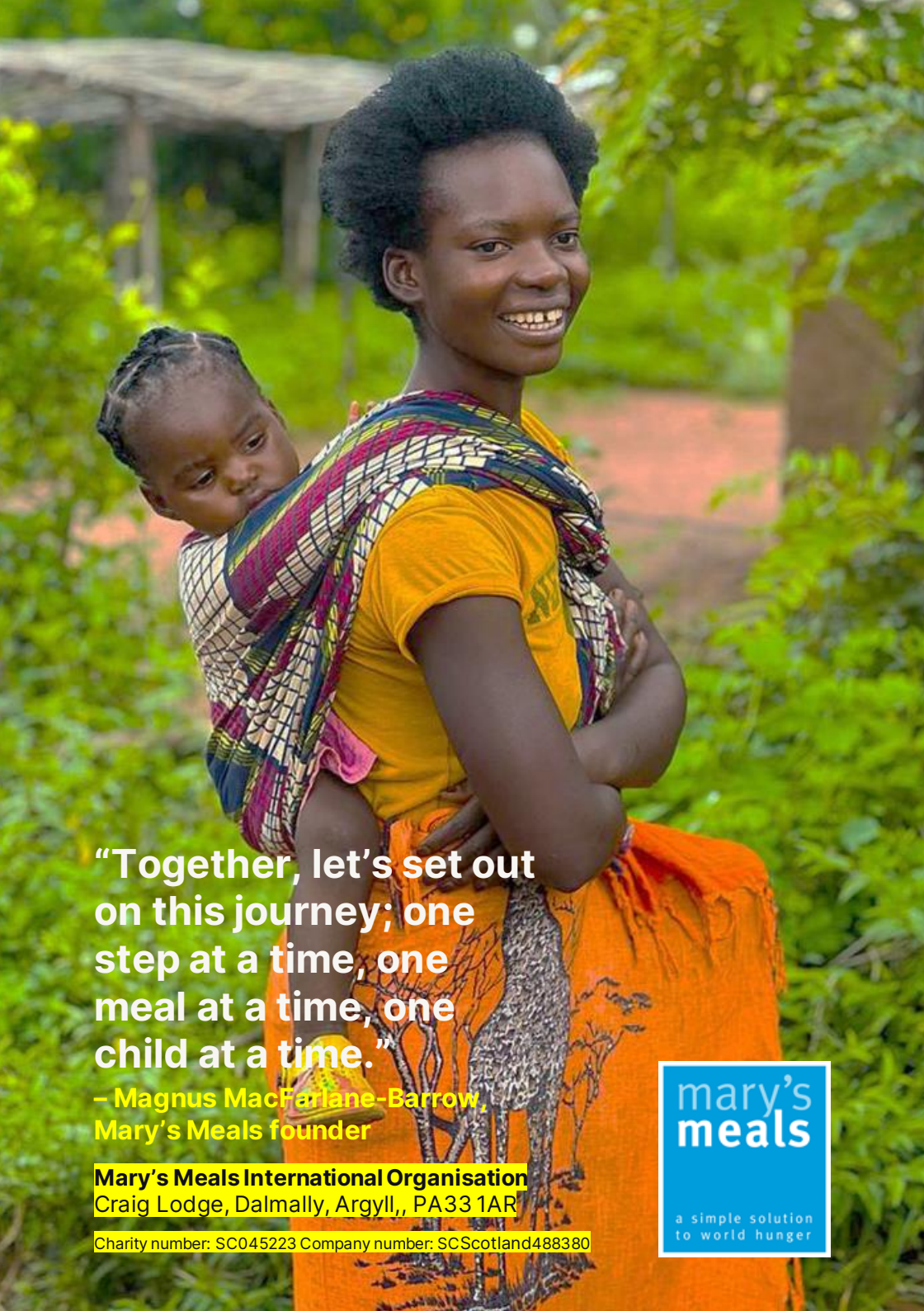
The recruitment process for this role will include an initial MS Teams call and two competency and values-based interviews.

How to Apply for this Role

If you are inspired to join our movement and vision, mission and values resonate with you, we would love to hear from you. To apply please visit our Work For Us page, [Work for us | Mary's Meals \(marysmeals.org\)](https://www.marysmeals.org). Please include your CV and a succinct covering letter sharing why this role would be a great fit for you and why you want to work for Mary's Meals International.

For any enquiries or questions regarding the role, please email Leanne Gordon – Head of Recruitment at leanne.gordon@marysmeals.org





**“Together, let’s set out
on this journey; one
step at a time, one
meal at a time, one
child at a time.”**

**– Magnus MacFarlane-Barrow,
Mary’s Meals founder**

Mary’s Meals International Organisation
Craig Lodge, Dalmally, Argyll,, PA33 1AR

Charity number: SC045223 Company number: SCScotland488380

**mary’s
meals**

a simple solution
to world hunger